



**INFORMATION SEEKING BEHAVIOUR OF DIPLOMA IN PUBLIC
ADMINISTRATION STUDENTS IN UiTM KEDAH**

MASTURA BINTI MUSA

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
BACHELOR (HONS) IN LIBRARY SCIENCE & INFORMATION MANAGEMENT**

**FACULTY OF INFORMATION MANAGEMENT UNIVERSITI TEKNOLOGI
MARA (UiTM) KEDAH**

JULY 2010 – NOVEMBER 2010

ACKNOWLEDGEMENT

Alhamdulillah, the most praises goes to God, for giving me the strength and patience in completing this research.

Then, I would like to acknowledge a special thank to my supervisor, Encik Mahadi bin Mahmood for his encouragement, guidance and assistance, time, contributions, and given me a treasure of knowledge and understanding to carry out this assignment which are much appreciated.

Lastly, thank to all of those who have made this interesting journey possible that my family, friends and who were directly or indirectly involved in making this research successful.

Thank you,

MASTURA BINTI MUSA

(2008405532)

BIS 5A

TABLE OF CONTENTS

CONTENT	PAGE
Acknowledgement	
Table of contents	ii
List of table's	v
List of figures	vii
List of abbreviation	ix
Abstract	x
CHAPTER 1	
1.0 INTRODUCTION	
1.1 Background of the topic	
1.1.1 Background of the Study	1
1.1.2 Background of the Company	2
1.2 Statement of Problem	3
1.3 Purpose of the study	3
1.4 Objectives of the Study	3
1.5 Research Question	4
1.6 Significance of the Study	4
1.7 Definition of Term Used	5
1.8 Scope of the Study	5
1.9 Limitation of the Study	6
CHAPTER 2	
2.0 LITERATURE REVIEW	
2.1 Introduction about Information seeking behaviour	7

2.2	Principle of information seeking behaviour	8
2.3	Impact in information seeking behaviour	8
2.4	Factors in information seeking behaviour	
2.4.1	Purpose	9
2.4.2	Task- based approach in information seeking	10
2.5	Method use	11
2.6	Ability or skills	13
2.7	Conclusion	13
CHAPTER 3		
3.0 METHODOLOGY		
3.1	Research Design	
3.1.1	Purpose of the Study	14
3.1.2	Types of Investigation	14
3.1.3	Extent of Researcher Interference	14
3.1.4	Study Setting	15
3.1.5	Unit of Analysis	15
3.1.6	Time Horizon	15
3.2	Sampling	15
3.3	Data Collection	16
3.4	Operational Definition of All Variable and Terms	17
3.4.1	Information seeking behavior	17
3.4.2	Awareness of library services	18
3.4.3	Ability or skills	18
3.4.6	Method use	19
3.5	Reliability and Validity of Instrument	20
3.6	Data Analysis	20

ABSTRACT

Information is very important to all people around the world especially for students. Information seeking is the most use in complete assignment or any task given. Usually students who were the most use information seeking especially in complete the assignment given, for do any research, and for adding knowledge. However, every student has their own skills, behaviour or patent in seeking any information needed. This study is to seek and investigate the information seeking behaviour of Diploma in Public Administration students in UiTM Kedah. Besides, this study is also to seek the variable which between Information seeking behaviour and awareness of library services, ability or skills, and method use.

Keywords: Information, Library, DPA Students